

The New Oil

Using Innovative Business Models to turn Data Into Profit

How can you leverage the value of your company's data?

Well over a century ago oil drove the development of innovations such as the internal combustion engine, central heating and plastics, changing our world and our economy. Oil, as a technology, fueled an economic force that inexorably changed the way people lived and worked. Today, data is fueling a very similar change: it is the driving force for new business models and disruptive technologies that impact companies in every imaginable industry.

The New Oil shows how data changes the traditional business paradigm. How it impacts not just high-tech, high-profile companies, but also old-school, low-tech industries all around the world; data lives and breathes within every single company.

In The New Oil, Arent van 't Spijker explains how companies such as Google, Nike and Adara are leveraging a 'Data Driven Strategy'. Many other examples highlight the applications and commercial potential for data. Van 't Spijker describes five typical business models for monetizing data that help you to develop viable business models for leveraging data in your own company. He then shows how to successfully put these business models to practice. Above all, he will inspire you to follow in the footsteps of market leaders.

About the Author:

Arent van 't Spijker (1970) is senior consultant on Data Driven Strategy at BlinkLane Consulting. He is a trusted advisor to senior management of organizations in developing and leveraging opportunities and new business models based on data. In addition he performs as keynote speaker at conferences and writes about Data Driven Strategy on various blogs and websites. Arent has a deep understanding of the business value of data. He has extensive knowledge of (and experience in) managing the impact of technology in corporate strategy. Based on a solid background in Competitive- and Business Intelligence Van 't Spijker's areas of expertise include Disruptive Technology, Business Model Innovation Data Driven Strategy and Corporate Strategy.

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Print ISBN: **9781935504825**

Kindle: **9781935504832**

ePub: **9781935504849**

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